

5.0 Tenant exterior signage guidelines.

The objective of the following signage guidelines is to ensure that exterior signs contribute to, rather than degrade the desired aesthetic character of the Griffiss Business and Technology Park.

5.1 General requirements.

1. Primary signs are restricted to tenant identification only. Advertising of any business is not permitted.
2. No freestanding signs are permitted along Brooks Road nor the N.Y. State Parkway.
3. Secondary signage required for effective site operation should be designed in a unified manner consistent with the intent of these guidelines and must be specifically approved by the planning board.
4. Signs shall be fabricated as individual letters mounted on either building facades or freestanding masonry sign-walls, or as masonry based signs with metal fabricated sign cabinets attached to a masonry base (minimum base height twenty-four (24) inches).
5. Lighting shall be internal without a halo. Illuminated sign cabinets are not permitted unless specifically approved by the planning board.
6. Rooftop signs are not permitted.
7. Signs may not rotate, blink, or move in any fashion.
8. Sign attached to exterior glass must be specifically approved by the Planning Board.
9. The standard type face for the Griffiss Business and Technology Park is Helvetica (light and bold). This type face must be used by all facilities unless replaced by a corporate logo and/or logotype for site identification. All other signs necessary for the effective operation of each facility shall be the standard type face for the Griffiss Business and Technology Park.
10. Signage colors shall be subdued in tone. Contrasting primary colors are not permitted unless part of an established corporate logo or logotype.
11. Repair and maintenance of all wall-mounted and/or freestanding identification signs are the direct responsibility of the tenant.

5.2 Building-mounted tenant identification signs.

5.2.1 Building mounted identification signage for single-tenant buildings.

1. Identification signage is limited to one (1) location along the highest building fascia per public street frontage.
2. The following criteria apply to single-story buildings:
 - a) The typeface may not exceed two (2) feet in height (measured uppercase height).
 - b) Use of corporate logos is allowed for tenant identification. If a corporate logo is used alone, the height of the logo may be increased to three (3) feet. If a logo is used in conjunction with corporate logotype, neither may exceed two (2) feet in height.
 - c) The maximum area of a wall-mounted sign shall not exceed sixty (60) square feet. Area is measured as the rectangular area

surrounding the sign lettering and logo.

3. The following criteria apply to multistory buildings:

- a) The typeface may not exceed two (2) feet in height (measured uppercase height)
- b) Use of corporate logos is allowed for tenant identification. If a corporate logo is used alone, the height of the logo may be increased to five (5) feet. If a logo is used in conjunction with corporate logotype, the logo may not exceed three (3) feet in height and the logotype may not exceed two (2) feet in height.
- c) The maximum area of a wall-mounted sign shall not exceed 150 square feet. Area is measured as the rectangular area surrounding the sign lettering and logo.

5.2.2 *Building-mounted identification signage for multitenant buildings*

Primary tenant identification.

- 1. Identification signage for the primary tenant of a multitenant building is limited to one location along the highest building fascia per public street frontage.
- 2. Should two primary tenants be located within a single building, one (1) identification sign for each primary tenant may be permitted along the highest building fascia per public street frontage, space permitting. Such dual primary tenant signage must be appropriately spaced as to not create visual confusion and must be specifically approved by the planning board. Should insufficient space be deemed to be available for dual primary tenant signage, or if more than two primary tenants exist, the guidelines for secondary tenant identification will prevail.
- 3. The following criteria applies to wall-mounted primary tenant signage on single story buildings:
 - a) The typeface may not exceed two (2) feet in height (measured uppercase height)
 - b) Use of corporate logos is allowed for tenant identification. If a corporate logo is used alone, the height of the logo may be increased to three (3) feet. If a logo is used in conjunction with corporate logotype, neither may exceed two (2) feet in height.
 - c) The maximum area of a wall-mounted sign for the primary tenant shall not exceed sixty (60) square feet. Area is measured as the rectangular area surrounding the sign lettering and logo.
- 4. The following criteria applies to wall-mounted primary tenant identification on multistory buildings:
 - a) The typeface may not exceed two (2) feet in height (measured uppercase height)
 - b) Use of corporate logos is allowed for tenant identification. If a corporate logo is used alone, the height of the logo may be increased to five (5) feet. If a logo is used in conjunction with corporate logotype, the logo may not exceed three (3) feet in height and the logotype may not exceed two (2) feet in height.
 - c) The maximum area of a wall-mounted sign for the primary

tenant shall not exceed one hundred fifty (150) square feet. Area is measured as the rectangular area surrounding the sign lettering and logo.

Secondary tenant identification.

1. Wall-mounted identification signage for all secondary tenants occupying ground floor space will be located adjacent to the primary entrance serving the named tenants.
2. The typeface may not exceed six (6) inches in height (measured uppercase height).
3. Use of corporate logos is allowed for tenant identification. If a corporate logo is used alone, the height of the logo may be increased to eight (8) inches. If a logo is used in conjunction with corporate logotype, neither may exceed six (6) inches in height.
4. The maximum area of a wall-mounted identification sign for a secondary tenant shall not exceed five (5) square feet. Area is measured as the rectangular area surrounding the sign lettering and logo.
5. Remaining tenant identification shall be restricted to an interior tenant directory.
6. Where an entrance serves more than one secondary tenant, wall-mounted signage shall be coordinated in a unified manner.

5.3 Miscellaneous signs--Temporary identification signs.

1. *Sale or lease sign.* One (1) sign advertising the sale, lease, or hire of the site will be allowed. Such signs shall not exceed fifteen (15) square feet in area, and must be removed upon occupancy.
2. *Construction sign.* One (1) sign denoting the architects, engineers, contractor, and other related subjects will be allowed at commencement of construction. Such signs shall not exceed twenty (20) feet in area and must be removed as soon as the building receives a certificate of occupancy.
3. *Temporary future tenant sign.* One (1) sign identifying future tenants will be allowed. Such signs shall not exceed twenty (20) square feet in area and must be removed upon occupancy.
4. *[Appearance.]* All temporary signs shall be professionally constructed and maintain a neat and orderly appearance.

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